

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMR3074 – INTERNATIONAL MARKETING

(All sections / Groups)

9th MARCH 2016
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages with 4 Questions only.
2. Attempt **ALL** questions in Section A. Attempt **TWO** out of **THREE** questions in Section B. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Section A-Answer ALL questions (50 marks)

A creative challenge presented to Ogilvy & Mather in China illustrates the relationship between creative strategy, advertising appeal and creative execution.

The client, Coca-Cola's Fanta wanted a national TV ad that would communicate to consumers that Fanta is an antidote to everyday pressures on Chinese youth. This was the overall creative strategy; in other words, what the message should say. What type of appeal would be appropriate?

Not surprisingly, soft drinks lend themselves especially well to emotional appeals; that was the appeal Ogilvy & Mather preferred. The next step was to choose a specific execution. Soft drink marketers often utilize slice-of-life and fantasy executions, usually injected with an element of fun or humour.

As Jeff Delkin, Ogilvy's regional business director in Shanghai, notes, for a U.S. ad, the creative strategy could be executed with a teen's fantasy or images of revenge on a mean teacher. However, in China it is not acceptable to challenge or undermine the position of authority figures. The completed ad shows that drinking Fanta can create a fun experience in a classroom. When a student opens a can of Fanta, oranges begin to rain down. The teacher catches the oranges and juggles them-much to the delight of the students. Another example is a Nike campaign created by Wieden & Kennedy in China. Nike's 'Just Do It' ads typically showcase famous athletes and sports heroes and are legendary for their inspirational appeals. The selling proposition is universal-Nike is a 'cool' brand. However, a localized execution of a Nike ad that featured Chinese superstar Wang Zhizhi did not connect with consumers; they prefer to draw inspiration from the world's best players rather than a national star who has yet to prove himself in the global arena.

In 2006, Nike launched a new campaign that featured Chinese youth who had overcome personal obstacles to excel at sports. Young people were encouraged to share their stories at Nike stores or on a Nike Web site. Web site visitors were able to view short, 3-4 minute films featuring Chinese youth playing sports in well-known locales. Shortened versions of the clips were used as TV ads.

As Jesse Lin, Wieden's managing director in Shanghai, said, 'China's younger generation is in the midst of forming its own style, mixing together Chinese elements and influences they've absorbed from the West, but they don't think they need to learn from the West. Nike realized this and wants to be a part of this new generation, rather than telling them what to do.'

McDonald's used a localized campaign for the Chinese launch of the Quarter Pounder sandwich; ironically, the campaign came as the fast-food giant removed menu items such as an Asian-style chicken or beef wrap with rice created to appeal to Chinese tastes. Beef is considered a luxury, upscale item in China; beef is also perceived to boost energy and heighten sex appeal. In Chinese, the word beef connotes manliness, strength, and skill. Television commercials for the Quarter Pounder have sex appeal: they include close-ups of a woman's neck and mouth juxtaposed with images of fireworks and spraying water. The voice-over says, 'You can feel it. Thicker. You can taste it. Juicier.' The McDonald's print ads also conveyed sexual innuendo. One execution featured a 'beauty shot' of a Quarter Pounder with an extreme close up of a woman's mouth in the background. The copy read, 'Part of your body will be excited. You will feel 100 percent of the beef.'

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Source: Keegan W.J, Green M.C., *Global Marketing*, Global Edition, 8th edition, 2015, Pearson, England, (pp.10, IM)

Question 1

- (a) Fanta used emotional appeal in the Chinese market. Explain the meaning of emotional appeal in ads.
(10 marks)
 - (b) For creative execution, Fanta used a combination of slice-of-life and fantasy. Explain the use of 'slice-of-life' technique in creative execution.
(10 marks)
 - (c) Explain how McDonald's go about giving the Quarter Pounder sandwich a sex appeal.
(10 marks)
 - (d) Recently, Kuala Lumpur hosted the Asean Summit and the Asean Community was born. Nike asks you, the advertising consultant to create a new tagline that is suitable for the Asean region. The tagline must not exceed three characters or words. Explain your answer. (Note: you must not use 'Just Do It' or 'Here I Am')
(10 marks)
 - (e) Create a new tagline for Fanta. The tagline must be suitable for the whole world. Do not exceed three characters or words. Explain your answer.
(10 marks)
- (Total: 50 marks)

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Section B-Answer TWO out of THREE questions (50 marks)**Question 2**

You are the newly appointed marketing manager of Bonia (Malaysia). Your company aspires to be a global luxury brand. The managing director requires you to write a report that supplies answers to the following questions or issues:

- (a) What is product placement? Support your answer with **ONE (1)** example of product placement.

(10 marks)

- (b) Explain **THREE (3)** ways in which product placement can be arranged.

(9 marks)

- (c) (i) Discuss **ONE (1)** disadvantage of using product placement.

(3 marks)

- (ii) Discuss **ONE (1)** advantage of using product placement.

(3 marks)

(Total: 25 marks)

Question 3

Identify and explain each of the **FIVE (5)** basic segmentation strategies. Give an example of a company that has used each of the segmentation strategies. (Note: one example per segmentation strategy)

(25 marks)

(Total: 25 marks)

Question 4

You are the marketing consultant to FRA (fried rice always), a large and cash-rich Malaysian company. The company is very successful in fast food chain restaurants which specialise in various types of fried rice, ranging from 'kampong' to 'nyonya' styles. The managing director wishes to expand overseas especially in the Asean region via franchising.

- (a) To assist the managing director in deciding to franchise or not to franchise, list **FIVE (5)** questions that should be asked of would-be franchisers before expanding overseas. (Note: you need to explain each question with some details)

(20 marks)

- (b) State **TWO (2)** examples of foreign companies that use franchising in Malaysia.

(5 marks)

(Total: 25 marks)

End of page